



Media Today: An Introduction to Mass Communication

By Joseph Turow

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Media Today: An Introduction to Mass Communication By Joseph Turow

Media Today puts students at the center of the profound changes in the twenty-first century media world – from digital convergence to media ownership – and gives them the skills to think critically about what these changes mean for the role of media in their lives.

Media Today, Fourth Edition is built around four key concepts:

- * **A media systems approach** allows students to understand the interconnected cultural, political, and economic forces that shape media they encounter every day.
- * **Unique insights into media trends** give students an insider's perspective on how media industries are responding to changes from globalization to social networking.
- * **Focus on digital convergence** shows in each chapter how digital media is transforming traditional mass media such as newspapers, magazines, and television.
- * **A media literacy goal** encourages and builds critical skills to make students more informed and engaged citizens in our media-driven society.

Completely revised with updated examples, new case studies, and new online video resources, the 4th edition of *Media Today* connects the latest trends, debates, and technologies to the history of media, highlighting the impact and meaning of today's changes to the media landscape, especially how traditional industries have blurred together with digital convergence. This book uses a media systems approach to look closely at the production, distribution, and exhibition of media, from Hollywood films to Facebook, giving students an insider's perspective on how media industries operate. Exploring media through the cultural, political, and economic forces that shape them, *Media Today* builds

media literacy to make students more informed consumers and more engaged citizens.

Additional learning resources including a new set of online video resources, interactive quizzes, study resources, and instructor guides are available on the free companion website at www.routledge.com/textbooks/mediatoday4e.

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Editorial Review

Review

"*Media Today* is the best textbook to understand the organization, economics, and emerging trends within the U.S. media sector. Its institutional focus and the level of detail and updated knowledge it provides in this regard makes it the best textbook for an introductory media course."—**Gisela Gil-Egui, Fairfield University**

"What makes *Media Today* especially stand out is the extra attention to the dynamics of the ever-changing media industries. Joe Turow's book offers a nuanced, comprehensive and accessible treatment of how economic incentives and current trends in media matter for us and our democracy."—**Matt McAllister, Pennsylvania State University**

"*Media Today* engages students and serves as a helpful guide to our new media-saturated world. The writing is lively and concise, and the colorful illustrations are full of zest. Turow's dry wit engages students in a conversational narrative that prompts them to connect what they read to their own experience of contemporary media trends."—**Edward M. Clift, Woodbury University**

"*Media Today* skillfully weaves together all the core components needed for an introductory media course: basics of media literacy and criticism, details about a wide range of the most current media, and an uncommonly thorough integration of the functioning of media industries. Accessible and smart in its writing style and full of useful illustrations and tables, *Media Today*, is not only up-to-date in its information, but its perspective prepares the future of media studies."—**Amanda Lotz, University of Michigan**

About the Author

Joseph Turow is Robert Lewis Shayon Professor of Communication at the University of Pennsylvania's Annenberg School for Communication. A former Chair of the Mass Communication Division of the International Communication Association, he is the author of more than 50 articles and 8 books on mass media industries.

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